# Skip to content Women in Sport Aotearoa Insight Hub | Ngā Wāhine Hākinakina o Aotearoa Women in Sport Aotearoa Insight Hub | Ngā Wāhine Hākinakina o Aotearoa Open search panel Search Search the Insight Hub... Cancel

- <u>Insights</u> <u>Rangahau</u>
- Events Hui
- <u>Partnerships</u> <u>Rangapū</u>
- <u>Impact</u><u>Whakaaweawe</u>
- About Mō Mātou
  - Overview
  - <u>History</u>
  - Support
- ☆<u>0</u> Saved



- Sign in
- Submit





#### A PERIOD THAT STARTS A CONVERSATION: FEMALE ATHLETES BREAK THE TABOO ON MENSTRUATION IN ELITE SPORT

Theme: Voice & Visibility

A PERIOD THAT STARTS A CONVERSATION: FEMALE ATHLETES BREAK THE TABOO ON MENSTRUATION IN ELITE SPORT

#### A PERIOD THAT STARTS A CONVERSATION: FEMALE ATHLETES BREAK THE TABOO ON MENSTRUATION IN ELITE SPORT

While the <u>Olympic Games Paris 2024</u> will be the <u>first edition to reach full gender parity</u> among the athletes selected, other significant advances have also come to light over the past few years on the field of equity in sport: <u>New mixed events</u>, a better visibility of women's sport competitions, more top-level female coaches and officials.

But another topic is still slow in gaining ground - menstruation.

An increasing number of female athletes have been sharing their feelings about this regular occurence in their lives to break the taboo.

Since the straight-forward testimony from <u>swimmer</u> **Fu Yuanhui** who represented the People's Republic of China at <u>Rio 2016</u>, several other top-level female athletes stepped forward to break the silence on this topic.

"Actually, my period started yesterday evening," Fu told Chinese channel CCTV after missing the podium in the <u>4x100m medley</u> relay women final. "That's why I feel very weak and tired, but this is not an excuse. At the end of the day, I simply did not swim very well."

While menstrual symptoms vary from one woman to another, this gender issue is sparking discussions in all kinds of playing fields.

- Paris 2024, the first Games to achieve full gender parity
- Nawal El Moutawakel sees full gender parity in Paris 2024 as biggest achievement
- 1900-2024: The long road to gender equality

#### I'M NOT THE ONLY ONE

"I have been practising high-level sport for more than a decade and I was asked about my menstruations for the first time last year," declared outraged French <u>handball</u> Olympic champion <u>Estelle Nze Minko</u> in 2020, on the website of the Règles Élémentaires association.

Her fellow countrywoman <u>Clarisse Agbegnenou</u> became an ambassador for a French brand of menstrual underwear a few months before winning her double Olympic crown in <u>judo</u> at <u>Tokyo 2020</u> (in -63kg and in the mixed team event). Determined to wipe the mat with the taboo topic of female periods, Agbegnenou said that the specifics of women's sports should be tackled, including menstruations and hygiene products.

"I did practice judo with a white judogi and it's complicated," she said to France Info.

In a sport such as <u>golf</u>, where it is important not to lose one's temper, New Zealander <u>Lydia Ko</u> talked about her menstrual pains and tightness at the **2022 Palos Verdes Championship**.

"The younger me would say it's embarrassing, but now I don't think it is that embarrassing to say it anymore because I'm not the only one, right?" she said in an exclusive interview with *Olympics.com*.

Taking her turn to break the ice, French <u>figure skater</u> <u>Maé-Bérénice Méité</u> gave several female athletes an opportunity <u>to share their experiences with menstruation on her YouTube channel</u>. From USA's <u>Ashley Cain-Gribble</u> within the same discipline to Moroccan judoka <u>Assmaa Niang</u>, as well as French <u>artistic gymnast</u> <u>Youna Dufournet</u> and <u>Jessika Guehaseim</u>, <u>hammer thrower</u> and <u>rugby</u> player, they all confirmed that no female athlete is an exception. Period.

- Kiwi golf star Lydia Ko on embracing nervousness and breaking taboos around periods in women's sports
- Breaking taboos: Japanese Olympic swimmer Ito Hanae wants you to know it's OK to talk, period

## TALKING ABOUT MENSTRUATIONS IN ELITE SPORT: A SUCCESS STORY TO BE CONTINUED...

Conversations about menstruation are also gaining ground in team sports. Thanks to England and Great Britain women's footballer **Beth Mead** who declared that "white is not practical when it's the time of the month," several football squads switched to playing with dark-coloured shorts during the **2023 FIFA Women's World Cup**.

Ireland's women's rugby union team also wore dark shorts for the 2023 Women's Six Nations Championship.

At Wimbledon, female <u>tennis</u> players were <u>allowed to wear dark-coloured undershorts</u> for the first time in the tournament history, 146 years after its launch.

Meanwhile, Brazilian female <u>wrestler</u> <u>Aline Silva</u> is fighting outside the ring <u>to improve gender equality in the sport</u> through her association Mempodera. This organisation published an <u>Instagram post in February</u> to promote free access to women's hygiene products in a country impacted by poverty.

"What chance are we giving to girls and women as they lose days of productivity every month due to their menstruations?," Silva asked on the <u>Universo Online website</u>.

## BREAKING THE TABOO ABOUT MENSTRUATIONS BY STUDYING FEMALE ATHLETES' CYCLES

Since 2021, the Empow'Her programme led by France's National Institute of Sport, Expertise, and Performance (INSEP) has studied the impact of women's physiology on top-level athletes' performances. Summarised by journalist **Fanny Rosselin**through **Juliana Antero**'s testimony as a researcher and French triathlete <u>Audrey Merle</u>'s experience-sharing, the programme aims to provide scientific data on a topic that is riddled with major gaps while also assisting the athletes.

How? By collecting data thanks to a monitoring app during the athletes' training sessions, when they wake up, about their shape, well-being, and menstrual symptoms, if any.

Menstrual soreness, cramps, digestive disorders, bloating, and increased tiredness - these are just some of the examples of what female athletes can feel during their periods. Such symptoms vary a lot from one woman to another and although they are not "incapacitating", they still have an impact on the quality of training sessions, according to the study.

"It has not been demonstrated that menstruations would result in a performance decrease for a female athlete, except if she suffers from disorders during her menstrual cycle, namely a painful period," explained INSEP gynaecologist **Carole Maître**.

The Empow'Her programme has contributed to freeing the voices in elite sports on a topic which has been a taboo due to the lack of information. Yet, according to **Juliana Antero**, the more this subject will be taken into account, the less taboo it will be.

As noted in the French magazine Les Sportives in 2022, several sports federations in France have participated in this INSEP study, which involved 80 female athletes.

While the goal of the Empow'Her programme is to help French female athletes to manage their menstruations in the lead up and during the next Olympic Games, the scientists involved hope that <u>Paris 2024</u> is not the end of a cycle.

https://olympics.com/en/news/m...

Save this Insight

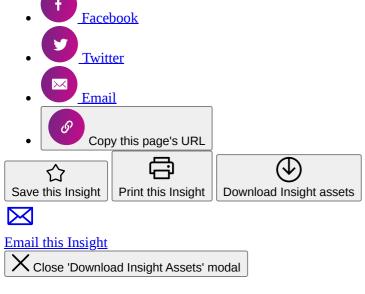
Print this Insight

Download Insight assets
For use in your own documents

#### Was this Insight helpful?



Share this Insight



### ① Download Insight assets

- A PERIOD THAT STARTS A CONVERSATION: FEMALE ATHLETES BREAK THE TABOO ON MENSTRUATION IN ELITE SPORT.pdf
- <u>Untitled design-21.jpg 120KB JPG</u>

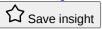
#### Was this Insight useful?





#### Similar Insights (176)

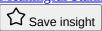
Women's sports: What's the opportunity and ROI for brands?



Voice & Visibility

#### Women's sports: What's the opportunity and ROI for brands?

Meaningful Stakholder Engagement Tool for Sport



Voice & Visibility

#### **Meaningful Stakholder Engagement Tool for Sport**

From Privilege to Threat: Unraveling Psychological Pathways to the Manosphere



Voice & Visibility

From Privilege to Threat: Unraveling Psychological Pathways to the Manosphere

UC research examines role of hormones in female athletic performance
Save insight
Voice & Visibility
UC research examines role of hormones in female athletic performance
Made For This Game
Save insight
Save insigni
Voice & Visibility
Made For This Game
Global Alliance for Female Athletes - resources and education
Save insight
Voice & Visibility
Global Alliance for Female Athletes - resources and education
NZ's key role in global breakthrough for women's sport
Save insight
Voice & Visibility
NZ's key role in global breakthrough for women's sport
By Suzanne McFadden - LockerRoom
Women in Sports Marketing Partnerships Across North America 2024-25
Save insight
Voice & Visibility
Women in Sports Marketing Partnerships Across North America 2024-25
Women's Sports, Media & Change with Olivia Cleal & Madeline Hislop   The New Rules podcast
Save insight
Voice & Visibility
Women's Sports, Media & Change with Olivia Cleal & Madeline Hislop   The New Rules podcast
Sport NZ-Isentia study of gender balance in sports news coverage - Paris Olympics and Paralympics  Cover insight
₩ Save insight
Voice & Visibility

Sport NZ-Isentia study of gender balance in sports news coverage - Paris Olympics and Paralympics

By Emma Evans - Sport New Zealand
The Future of Women's Sports: Insights from Industry Leaders
Save insight
Voice & Visibility
The Future of Women's Sports: Insights from Industry Leaders
The Future of Women's Sports. Hisights from Industry Leaders
Women's Sports Foundation Showcases Title IX's Economic Impact In Washington, D.C. For National Girls & Women In Sports
<u>Day</u>
☐ Save insight
Voice & Visibility
Women's Sports Foundation Showcases Title IX's Economic Impact In Washington, D.C. For National
Girls & Women In Sports Day
<u>Dame Sophie Pascoe announces her Retirement from Competitive Swimming</u>
Save insight
Voice & Visibility
Dame Sophie Pascoe announces her Retirement from Competitive Swimming
Dame Sopine Lascoe amounces her Kethement Irom Competitive Swimming
Women's Sports Trust Report: Visibility Uncovered - 2024 - the year in review
Save insight
Voice & Visibility
Morrow Courte Trust Deposits Visibility Hanneyed 2024 the year in vertex
Women's Sports Trust Report: Visibility Uncovered - 2024 - the year in review
NZ Paralympic Winter Legends: Rachael Henderson (Née Battersby)
Save insight
Voice & Visibility
NZ Paralympic Winter Legends: Rachael Henderson (Née Battersby)
By Steve Landells - Paralympics New Zealand
Zoi Sadowski-Synnott continues stunning form with snowboard World Cup win
Save insight

Zoi Sadowski-Synnott continues stunning form with snowboard World Cup win

White Ferns star Amelia Kerr named ICC women's cricketer of the year for 2024



White Ferns star Amelia Kerr named ICC women's cricketer of the year for 2024

NZ's Zoi Sadowski-Synnott lands world's first triple cork in women's slopestyle

Save insight

Voice & Visibility

NZ's Zoi Sadowski-Synnott lands world's first triple cork in women's slopestyle

New Zealand shines at inaugural Kho Kho World Cup

Save insight

Voice & Visibility

New Zealand shines at inaugural Kho Kho World Cup

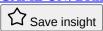
IOC and UN Women to continue delivering gender equality agenda in and through sport

Save insight

Voice & Visibility

IOC and UN Women to continue delivering gender equality agenda in and through sport

GAME ON: BRIDGING THE INVESTMENT GAP IN WOMEN'S SPORTS



Voice & Visibility

GAME ON: BRIDGING THE INVESTMENT GAP IN WOMEN'S SPORTS

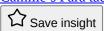
Performance Special Report: A Female Lens on Performance



Voice & Visibility

Performance Special Report: A Female Lens on Performance

Camille's Para taekwondo ambition



Voice & Visibility

Camille's Para taekwondo ambition

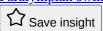
By Steve Landells - Paralympics New Zealand Netball fans show the way



**Netball fans show the way** MU report outlines ways to improve women's sport coverage Save insight Voice & Visibility MU report outlines ways to improve women's sport coverage 2025 Women's Sport Calendar (Worldwide) Save insight Voice & Visibility 2025 Women's Sport Calendar (Worldwide) Kiwi duo prosper at global Wheelchair rugby tournament - Paralympics New Zealand Save insight Voice & Visibility Kiwi duo prosper at global Wheelchair rugby tournament - Paralympics New Zealand By Steve Landells - Paralympics New Zealand New brand decision maker research from the Women's Sport Trust reveals women's sport sponsorship set for continued growth Save insight Voice & Visibility

## New brand decision maker research from the Women's Sport Trust reveals women's sport sponsorship set for continued growth

Paralympian swimmers Lili-Fox Mason and Gabriella Smith recognised with Paralympic Pin Presentation



Voice & Visibility

Voice & Visibility

#### Paralympian swimmers Lili-Fox Mason and Gabriella Smith recognised with Paralympic Pin Presentation

By Steve Landells - Paralympics New Zealand

Beautiful Data - Women-focused insight from the Paris 2024 Olympic Games



Voice & Visibility

#### Beautiful Data – Women-focused insight from the Paris 2024 Olympic Games

New Research Highlights Financial Realities of Professional Women Athletes



#### New Research Highlights Financial Realities of Professional Women Athletes

Women's Sports Poised to Convert Buzz to Dollars, Study Says

公	Save	insight
$\sim$	Save	msigni

Voice & Visibility

#### Women's Sports Poised to Convert Buzz to Dollars, Study Says

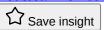
NZ footballer leads fight against Fifa's fossil fuels

公	Save	insight	
$\sim$	Save	insight	

Voice & Visibility

#### NZ footballer leads fight against Fifa's fossil fuels

Podcast: The Business Case for Women's Sports



Voice & Visibility

#### **Podcast: The Business Case for Women's Sports**

New Zealand's Australian Rules sides ready for international action



Voice & Visibility

#### New Zealand's Australian Rules sides ready for international action

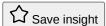
Champions: How the White Ferns stunned South Africa and the world



Voice & Visibility

#### Champions: How the White Ferns stunned South Africa and the world

Wollaston excited at future for kiwi female riders after world success



Voice & Visibility

#### Wollaston excited at future for kiwi female riders after world success

Women's boxing pioneer Daniella Smith unveils journey to the top in new podcast



#### Women's boxing pioneer Daniella Smith unveils journey to the top in new podcast

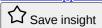
Deloitte: The Future of Sport 2024: Seizing the Moment

~		
M	Save	insight

Voice & Visibility

**Deloitte: The Future of Sport 2024: Seizing the Moment** 

WISPA Supporters Club - join now!



Voice & Visibility

#### WISPA Supporters Club - join now!

By Merran Brockie-David - Women in Sport Aotearoa Research Reveals Significant 'Fame Gap' in Women's Sport



Voice & Visibility

#### Research Reveals Significant 'Fame Gap' in Women's Sport

Media and Gender Study: 2023 Annual Report



Voice & Visibility

#### Media and Gender Study: 2023 Annual Report

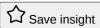
By Victoria University Melbourne Australia - Victoria University | Melbourne Australia
89% OF WOMEN IN FOOTBALL HAVE EXPERIENCED DISCRIMINATION AT WORK, BUT SURVEY REVEALS SURGE
OF OPTIMISM ABOUT GENDER EQUALITY IN THE GAME



Voice & Visibility

## 89% OF WOMEN IN FOOTBALL HAVE EXPERIENCED DISCRIMINATION AT WORK, BUT SURVEY REVEALS SURGE OF OPTIMISM ABOUT GENDER EQUALITY IN THE GAME

By Victoria University Melbourne Australia - Victoria University | Melbourne Australia Canadian Women & Sport Unveils New Fan Insight Reports



Voice & Visibility

#### Canadian Women & Sport Unveils New Fan Insight Reports

By Canadian Women & Sport - Canadian Women & Sport



#### Liv living her best life in Barcelona

By Suzanne McFadden - LockerRoom

Number of women coaching in Olympic and Paralympic sport doubles since 2020



Voice & Visibility

#### Number of women coaching in Olympic and Paralympic sport doubles since 2020

By Victoria University Melbourne Australia - Victoria University | Melbourne Australia Golf NZ to revive Women's Open on the back of Lydia Ko's success



Voice & Visibility

#### Golf NZ to revive Women's Open on the back of Lydia Ko's success

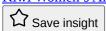
<u>Kiwi Women's America's Cup team sailing to win, but also for a future</u>



Voice & Visibility

#### Kiwi Women's America's Cup team sailing to win, but also for a future

Kiwi Women's America's Cup team sailing to win, but also for a future



Voice & Visibility

#### Kiwi Women's America's Cup team sailing to win, but also for a future

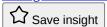
Change in Action Week - Digital Innovation FINALIST - Ella Ferguson



Voice & Visibility

#### Change in Action Week - Digital Innovation FINALIST - Ella Ferguson

Change in Action Week - Digital Innovation Winner - WomenzSports



## Change in Action Week - Digital Innovation Winner - WomenzSports Change in Action Week - Innovative Impact Winner - POWA First Steps Save insight Voice & Visibility Change in Action Week - Innovative Impact Winner - POWA First Steps CBT at Falk College: Empowering Women, Creating Inclusive Environments Save insight Voice & Visibility CBT at Falk College: Empowering Women, Creating Inclusive Environments Women in Sport 2024: Analysis of the Sport Value Chain - Media Broadcasting, Sponsorship and Deals Attendance Save insight Voice & Visibility Women in Sport 2024: Analysis of the Sport Value Chain - Media Broadcasting, Sponsorship and Deals Attendance The Growth of Women's Sports and Why It Matters for Youth Sport Save insight Voice & Visibility The Growth of Women's Sports and Why It Matters for Youth Sport Change in Action Week 2024 Winners Save insight Voice & Visibility **Change in Action Week 2024 Winners** Podcast: The Business case for woman's sport - Ep.#104 going for gold: Save insight

Voice & Visibility

Podcast: The Business case for woman's sport - Ep.#104 going for gold:

Paris 2024: Athletes say work isn't over after Olympics reaches gender parity

Save insight

## Paris 2024: Athletes say work isn't over after Olympics reaches gender parity Olympics 2024: Ranking every New Zealand athlete and their chances of a medal at the Games



Voice & Visibility

#### Olympics 2024: Ranking every New Zealand athlete and their chances of a medal at the Games

The Women in Sport Podcast - General Election Special: Tackling Heath Inequalities



Voice & Visibility

#### The Women in Sport Podcast - General Election Special: Tackling Heath Inequalities

Women in Sport Aotearoa's Change in Action Week



Voice & Visibility

#### Women in Sport Aotearoa's Change in Action Week

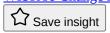
By Merran Brockie-David - Women in Sport Aotearoa Sport NZ - Media and Gender Study - 4th Annual Report



Voice & Visibility

#### Sport NZ - Media and Gender Study - 4th Annual Report

By Emma Evans - Sport New Zealand WISPA's Change in Action Week 2024



Voice & Visibility

#### WISPA's Change in Action Week 2024

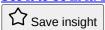
By Merran Brockie-David - Women in Sport Aotearoa Sport Canterbury's Project Pink Dot



Voice & Visibility

#### **Sport Canterbury's Project Pink Dot**

By Rachel Harris - Sport Canterbury West Coast See it to be in it: Promoting women in sport



#### See it to be in it: Promoting women in sport

By Merran Brockie-David - Women in Sport Aotearoa Wine, Cheese, and Wāhine Initiatives - Nuku Ora

Save insight

Voice & Visibility

#### Wine, Cheese, and Wāhine Initiatives - Nuku Ora

By Lily Joiner - Nuku Ora

Ali Pottinger - The future of trail running for women in Australasia

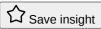
Save insight

Voice & Visibility

#### Ali Pottinger - The future of trail running for women in Australasia

By Ali Pottinger - Squadrun

WOMENZSPORTS presents Alice Soapbox: Mea Motu

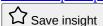


Voice & Visibility

#### WOMENZSPORTS presents Alice Soapbox: Mea Motu

By Dani Marshall - Womenzsports

WomenzSports presents Alice's soapbox: Emma Twigg (Rowing)



Voice & Visibility

#### WomenzSports presents Alice's soapbox: Emma Twigg (Rowing)

By Dani Marshall - Womenzsports

WomenzSports presents Alice's soapbox: Shiray Kaka (Rugby 7's)



Voice & Visibility

#### WomenzSports presents Alice's soapbox: Shiray Kaka (Rugby 7's)

By Dani Marshall - Womenzsports

Fundraising for Women's Sports in New Zealand

Save insight

Voice & Visibility

#### **Fundraising for Women's Sports in New Zealand**

By Dani Marshall - Womenzsports

FIFA Women's World Cup Media & Gender Case Study 2023

Save insight

Voice & Visibility

#### FIFA Women's World Cup Media & Gender Case Study 2023

By Emma Evans - Sport New Zealand
<a href="Change in Action">Change in Action</a> - 1 Year on from IWG Webinar



Voice & Visibility

#### Change in Action - 1 Year on from IWG Webinar

By Merran Brockie-David - Women in Sport Aotearoa 2022 IWG: Phil Clark - Using Research and Advocacy to Improve the Gender Balance of Sports Coverage



Voice & Visibility

#### 2022 IWG: Phil Clark - Using Research and Advocacy to Improve the Gender Balance of Sports Coverage

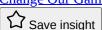
Equal pay commitments set for women's sport in NSW, lead by female advocates



Voice & Visibility

#### Equal pay commitments set for women's sport in NSW, lead by female advocates

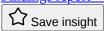
By Merran Brockie-David - Women in Sport Aotearoa Change Our Game State of Play Survey 2022-2023



Voice & Visibility

#### **Change Our Game State of Play Survey 2022-2023**

Findings report – The Value of You Can Be What You Can See



Voice & Visibility

#### Findings report - The Value of You Can Be What You Can See

Tātāwhāinga - Episode 7: The Role of Sports Media



#### Tātāwhāinga - Episode 7: The Role of Sports Media

By Erin Roxburgh - Women in Sport Aotearoa <u>Tātāwhāinga - Episode 6: Hosting Major Events</u>

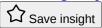


Voice & Visibility

#### Tātāwhāinga - Episode 6: Hosting Major Events

By Erin Roxburgh - Women in Sport Aotearoa

Tātāwhāinga - Episode 5: Athletes: Humans or Commodities Part 2

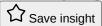


Voice & Visibility

#### Tātāwhāinga - Episode 5: Athletes: Humans or Commodities Part 2

By Erin Roxburgh - Women in Sport Aotearoa

Tātāwhāinga - Episode 1: Welcome to Tātāwhāinga



Voice & Visibility

#### Tātāwhāinga - Episode 1: Welcome to Tātāwhāinga

By Erin Roxburgh - Women in Sport Aotearoa

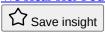
<u>Podcast: The Business Case For Woman's Sports - Ep.#103 What parity and surveymonkey's research revealed about what international consumers think about woman's sports</u>



Voice & Visibility

### Podcast: The Business Case For Woman's Sports - Ep.#103 What parity and surveymonkey's research revealed about what international consumers think about woman's sports

We Hear Her Podcast: Nardi Leonard



Voice & Visibility

#### We Hear Her Podcast: Nardi Leonard

Relational Leadership, Visibility & Voice



Voice & Visibility

#### Relational Leadership, Visibility & Voice

By Kirsten Spencer - Auckland University of Technology

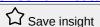
<u>University of Otago Inclusive Language Guidelines</u>

Save insight

Voice & Visibility

#### **University of Otago Inclusive Language Guidelines**

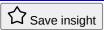
SASS Talk Podcast - Sevens sensation giving dance another fling



Voice & Visibility

#### SASS Talk Podcast - Sevens sensation giving dance another fling

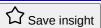
How men can become better Allies to Women



Voice & Visibility

#### How men can become better Allies to Women

How to be a male ally to women's sport



Voice & Visibility

#### How to be a male ally to women's sport

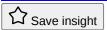
The Halo of Value Creation Opportunities Around Women's Sports



Voice & Visibility

#### The Halo of Value Creation Opportunities Around Women's Sports

Future Talent: Yasmeen Kareem



Yasmeen Kareem

Voice & Visibility

#### **Future Talent: Yasmeen Kareem**

By Vincent Jones - Edged and Gone

IWG: Moonira Ramathula Moonira - Visibility and Voice

Save insight

#### IWG: Moonira Ramathula Moonira - Visibility and Voice

<u>IWG: Adele Pavlidis - What has sex and gender got to do with it? Exploring tensions and assumptions for elite strength and conditioning coaches</u>

Save insight

Voice & Visibility

## IWG: Adele Pavlidis - What has sex and gender got to do with it? Exploring tensions and assumptions for elite strength and conditioning coaches

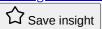
Strategies To Elevate And Diversify Women's Sports Coverage: Insights From The Gist



Voice & Visibility

#### Strategies To Elevate And Diversify Women's Sports Coverage: Insights From The Gist

Wellington and Graham sign with Brave for Super Smash

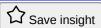


Voice & Visibility

#### Wellington and Graham sign with Brave for Super Smash

By Vincent Jones - Edged and Gone

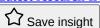
IWG: Moonira Ramathula - Growing Professional Women's Rugby in Africa



Voice & Visibility

#### IWG: Moonira Ramathula - Growing Professional Women's Rugby in Africa

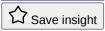
Latest research from Women's Sport Trust delves into visibility and fandom of women's sport in 2023

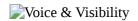


Voice & Visibility

#### Latest research from Women's Sport Trust delves into visibility and fandom of women's sport in 2023

Future Talent: Paige Loggenberg





Voice & Visibility

#### **Future Talent: Paige Loggenberg**

By Vincent Jones - Edged and Gone

New Women's Sport Trust Partnership With The R&A Reveals Women's Sports Fans Feel Underserved Despite Record-Breaking

<u>Viewing Figures</u>

Save insight

New Women's Sport Trust Partnership With	The R&A Reveals Women's Sports F	Fans Feel Underserved
Despite Record-Breaking Viewing Figures		

She's Got Game

Save insight

Voice & Visibility

**She's Got Game** 

IWG: Troy Han - Celebrating Women In Sport



Voice & Visibility

**IWG: Troy Han - Celebrating Women In Sport** 

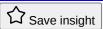
IWG: Gen Dohrmann - Reshaping the images we see of women's sport in Australia



Voice & Visibility

IWG: Gen Dohrmann - Reshaping the images we see of women's sport in Australia

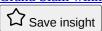
New Zealand Names Third Ever Artistic Swimming Duo For Olympic Games



Voice & Visibility

**New Zealand Names Third Ever Artistic Swimming Duo For Olympic Games** 

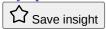
Grand Slam winner Routliffe, Sun to pair up for Paris tennis



Voice & Visibility

Grand Slam winner Routliffe, Sun to pair up for Paris tennis

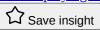
Olympics 2024: Paris promised gender equality. Are TV commentators meeting that goal?



Voice & Visibility

Olympics 2024: Paris promised gender equality. Are TV commentators meeting that goal?

A level playing field: the case for investing in women's sport



#### A level playing field: the case for investing in women's sport

Olympics 2024: Gold medallists Brooke Francis and Lucy Spoors on the challenges they faced



Voice & Visibility

#### Olympics 2024: Gold medallists Brooke Francis and Lucy Spoors on the challenges they faced

PARIS OLYMPICS 2024 Paris Olympics: Kiwi diver Lizzie Roussel returns from baby hiatus to rekindle Olympic dream



Voice & Visibility

## PARIS OLYMPICS 2024 Paris Olympics: Kiwi diver Lizzie Roussel returns from baby hiatus to rekindle Olympic dream

Michele Kang Invests \$50 Million to Boost Women's Sports



Voice & Visibility

#### Michele Kang Invests \$50 Million to Boost Women's Sports

Aotearoa New Zealand Gender Attitudes Survey 2023



Voice & Visibility

#### **Aotearoa New Zealand Gender Attitudes Survey 2023**

By Maddi Mclean - Sport New Zealand

<u>2021 National Sport Club Survey - Female Friendly Environments</u>



Voice & Visibility

#### 2021 National Sport Club Survey - Female Friendly Environments

By Maddi Mclean - Sport New Zealand

Men as Allies: supporting women and girls in community sport



Voice & Visibility

#### Men as Allies: supporting women and girls in community sport

Olympic wāhine winning streak makes powerful case for more funding for women's sport



Olympic wāhin	e winning	streak makes	powerful case fo	or more funding fo	r women's sport

Eliza wants more than a last tango in Paris

Save insign
-------------

Voice & Visibility

#### Eliza wants more than a last tango in Paris

Scotty's Spin: Where Is New Zealand's Investment In Women's Sport?

公	Save	insight

Voice & Visibility

Scotty's Spin: Where Is New Zealand's Investment In Women's Sport?

Women's Sports Trust: Report into the positive impact of women's sport sponsorship on brands



Voice & Visibility

Women's Sports Trust: Report into the positive impact of women's sport sponsorship on brands

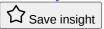
In a league of her own: WISPA Foundation Member Toni Bruce wins major award



Voice & Visibility

In a league of her own: WISPA Foundation Member Toni Bruce wins major award

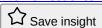
<u>Invisibility of female participants in midlife and beyond in sport and exercise science research: a call to action</u>



Voice & Visibility

Invisibility of female participants in midlife and beyond in sport and exercise science research: a call to action

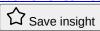
Women coaches in Aotearoa New Zealand - Research



Voice & Visibility

Women coaches in Aotearoa New Zealand - Research

Women's Ice Hockey on the Rise



Voice & Visibility Women's Ice Hockey on the Rise SASS Talk: Olympic cyclist's hellish ride to Paris Save insight Voice & Visibility

SASS Talk: Olympic cyclist's hellish ride to Paris

Title IX was a game-changer, but women are still fighting for an equal playing field



Voice & Visibility

Title IX was a game-changer, but women are still fighting for an equal playing field

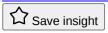
New Zealander Rebecca Foulsham's key Paralympics role



Voice & Visibility

New Zealander Rebecca Foulsham's key Paralympics role

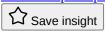
SASS Talk: Behind the scenes of the Paris Olympics



Voice & Visibility

SASS Talk: Behind the scenes of the Paris Olympics

WomenzSports present's Alice's Soapbox: Ruahei Demant (Rugby 15's)

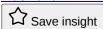


Voice & Visibility

WomenzSports present's Alice's Soapbox: Ruahei Demant (Rugby 15's)

By Dani Marshall - Womenzsports

Auckland HEARTS recognised in Auckland Cricket's History



Auckland HEARTS Capping

Voice & Visibility

Auckland HEARTS recognised in Auckland Cricket's History

By Astrid van Uden - AucklandCricket.co.nz

Lydia Ko within reach of golfing greats after staggering career earnings soar



Voice & Visibility Lydia Ko within reach of golfing greats after staggering career earnings soar The Women in Sport Podcast - The Rugby League World Cup: A lasting legacy Save insight

Voice & Visibility

The Women in Sport Podcast - The Rugby League World Cup: A lasting legacy

Overcoming the obstacles: How New Zealand women have shone at the Olympic Games

Save insight

Voice & Visibility

Overcoming the obstacles: How New Zealand women have shone at the Olympic Games

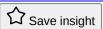
Paris 2024 Olympics: A new era for women in sport



Voice & Visibility

Paris 2024 Olympics: A new era for women in sport

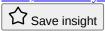
What women want: A wishlist from Kiwi wāhine in sport



Voice & Visibility

What women want: A wishlist from Kiwi wāhine in sport

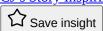
Yeah, Nah: Is Lydia Ko New Zealand's greatest ever sportsperson?



Voice & Visibility

Yeah, Nah: Is Lydia Ko New Zealand's greatest ever sportsperson?

CJ's Story Inspiring Inclusion





Voice & Visibility

**CJ's Story Inspiring Inclusion** 

By Dantaye Simpson - Sport Manawatu 2023 Women's Sporting Landscape



Save insight

Voice & Visibility

2023 Women's Sporting Landscape
Who deserves New Zealand's highest sporting honour?

Save insight

Voice & Visibility

#### Who deserves New Zealand's highest sporting honour?

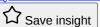
Revealed: Portia's next career step

Save insight

Voice & Visibility

#### Revealed: Portia's next career step

By Suzanne McFadden - LockerRoom <u>Lydia Ko's Cinderella story</u>



Voice & Visibility

#### Lydia Ko's Cinderella story

Facts and figures: Women in sport



Voice & Visibility

#### **Facts and figures: Women in sport**

All Blacks v England: Sex act joke about female physio 'harassment'



Voice & Visibility

#### All Blacks v England: Sex act joke about female physio 'harassment'

IWG: Amy Marfell - The Power of Digital Media for Everyday Activism and Advocacy

Save insight

Voice & Visibility

#### IWG: Amy Marfell - The Power of Digital Media for Everyday Activism and Advocacy

IWG Muditambi Ravele - Visibility and Voice: Baby Steps Towards Changing Perceptions of Women Sport



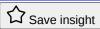
**IWG Muditambi Ravele - Visibility and Voice: Baby Steps Towards Changing Perceptions of Women Sport** 5 4 3 2 1 Paris: Jonelle Price

<del>, + ,</del>	<u> </u>	I ai	13.	UII	CII
公	Save	e ins	ight	t	

Voice & Visibility

5 4 3 2 1 Paris: Jonelle Price

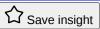
Sail GP: how many women on the water this weekend?



Voice & Visibility

Sail GP: how many women on the water this weekend?

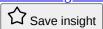
Taranaki Thunder bought by sports media company



Voice & Visibility

Taranaki Thunder bought by sports media company

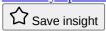
Kiwi wins gold in groundbreaking women's event



Voice & Visibility

Kiwi wins gold in groundbreaking women's event

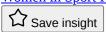
Paris Olympics 2024: Full New Zealand schedule



Voice & Visibility

Paris Olympics 2024: Full New Zealand schedule

Women in Sport Reports, Research and Expertise



Voice & Visibility

Women in Sport Reports, Research and Expertise

5 4 3 2 1 Paris: Eva Morris and Nina Brown



## 5 4 3 2 1 Paris: Eva Morris and Nina Brown The impact of uniform design on female athletes' confidence - Massey University Save insight Voice & Visibility

#### The impact of uniform design on female athletes' confidence - Massey University

Pioneer women surfers reflect on their struggle for recognition

~ >	
· /	Save insight
احا	Save insignt
	Juve maignt

Voice & Visibility

#### Pioneer women surfers reflect on their struggle for recognition

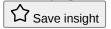
Research Confirms Benefit of Increased Representation of Women on Boards



Voice & Visibility

#### Research Confirms Benefit of Increased Representation of Women on Boards

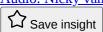
Paris Olympics throw spotlight on needs of athlete mothers



Voice & Visibility

#### Paris Olympics throw spotlight on needs of athlete mothers

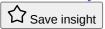
Audio: Nicky van den Bos: On why people are reluctant to criticise women's sport?



Voice & Visibility

#### Audio: Nicky van den Bos: On why people are reluctant to criticise women's sport?

Basketball: Player payments double for Tauihi Basketball Aotearoa



Voice & Visibility

#### Basketball: Player payments double for Tauihi Basketball Aotearoa

Survey: Consumers want brands to invest in women's sports

Save insight

Voice & Visibility

Survey: Consumers want brands to invest in women's sports

Save insight
Voice & Visibility
FIFA Women's World Cup economic, social impact 'exceeded expectations' - report
The Conversation of Sport - Are Women Visible in Sports News Coverage?
Save insight
Voice & Visibility
The Conversation of Sport - Are Women Visible in Sports News Coverage?
The Women in Sport Podcast - Paris 2024 Olympic Preview: Tessa Sanderson
Save insight
Voice & Visibility
The Women in Sport Podcast - Paris 2024 Olympic Preview: Tessa Sanderson
The Women in Sport Podcast - Paris 2024 Olympic Preview: Joanna Rowsell
Save insight
Voice & Visibility
The Women in Sport Podcast - Paris 2024 Olympic Preview: Joanna Rowsell
<u>Diversity and Inclusion Survey</u>
Save insight
Voice & Visibility
Diversity and Inclusion Survey
Super Rugby Aupiki: Blues co-captain Ruahei Demant pleads for greater funding in women's rugby
Save insight
Voice & Visibility
Super Rugby Aupiki: Blues co-captain Ruahei Demant pleads for greater funding in women's rugby
UNESCO Report: Women and girls' access to sport still lagging far behind
Save insight
Voice & Visibility

FIFA Women's World Cup economic, social impact 'exceeded expectations' - report

UNESCO Report: Women and girls' access to sport still lagging far behind

IWG: Angelica Saenz - LTB+ Women's Movement is unstoppable, are you moving with us?
Save insight
Voice & Visibility
IWG: Angelica Saenz - LTB+ Women's Movement is unstoppable, are you moving with us?
World Rugby's smaller ball proposal ignites debate on gender equality in sports
Save insight
Voice & Visibility
World Rugby's smaller ball proposal ignites debate on gender equality in sports
IWG: Emily Dealy - Using sport as a vehicle for positive social change: A framework advancing social outputs, outcomes and impact of the 'Game on for Women' strategy
Save insight
Voice & Visibility
IWG: Emily Dealy - Using sport as a vehicle for positive social change: A framework advancing social
outputs, outcomes and impact of the 'Game on for Women' strategy
Video: Yarns with Commonwealth Games athlete Alethea Boon
Save insight
Voice & Visibility
Video: Yarns with Commonwealth Games athlete Alethea Boon
Super Rugby Aupiki: Navigating challenges for the growth of women's rugby
Save insight
Voice & Visibility
Super Rugby Aupiki: Navigating challenges for the growth of women's rugby
The Rise of Women's Sports Isn't a Moment, It's a Movement   Analysis
Save insight
Voice & Visibility
The Rise of Women's Sports Isn't a Moment, It's a Movement   Analysis
IWG: Sally Rae - Level playing fields do not exist

IWG: Sally Rae - Level playing fields do not exist  NZ's Female Medal Prospects in Paris
Save insight
Voice & Visibility
NZ's Female Medal Prospects in Paris
IWG Jordan Matthews & Lucy Piggott - Is gender on the international agenda?
Save insight
Voice & Visibility
IWG Jordan Matthews & Lucy Piggott - Is gender on the international agenda?
Mother's Day: Professional athletes share the struggle of motherhood and their careers
Save insight
Voice & Visibility
Mother's Day: Professional athletes share the struggle of motherhood and their careers
Celebrating 30 years of IWG Women and Sport : IWG Webinar Series
Save insight
Voice & Visibility
Celebrating 30 years of IWG Women and Sport : IWG Webinar Series
SASS Talk Podcast - Sarah Cowley Ross & Suzanne McFadden - The bounce-back of Squash Queen Joelle King
Save insight
Voice & Visibility
SASS Talk Podcast - Sarah Cowley Ross & Suzanne McFadden - The bounce-back of Squash Queen Joelle King
SASS Talk Podcast - Sarah Cowley Ross & Suzanne McFadden - Embracing boobs and babies
Save insight
Voice & Visibility
SASS Talk Podcast - Sarah Cowley Ross & Suzanne McFadden - Embracing boobs and babies
The ROI of Women's Sports: A Blueprint for Value Investing
Save insight

## The ROI of Women's Sports: A Blueprint for Value Investing Dalton's special connection to Southland lives on through foundation's gift Save insight Voice & Visibility

voice & visibility

#### Dalton's special connection to Southland lives on through foundation's gift

#### **Our Partners**

- Sport NZ Sport NZ
- NZ Foreign affairs and trade NZ Foreign affairs and trade
- JUS Embassy NZ US Embassy NZ

Women in Sport Aotearoa Insight Hub | Ngā Wāhine Hākinakina o Aotearoa











- Contact
- FAQs
- Privacy policy
- Terms of use

© 2025 Women in Sport Aotearoa

#### Subscribe to our newsletter

Receive the latest news, events and insights as we publish them.

Name:							
Email:							
Subscri	ibe >						
$\mid \hspace{0.1cm} \hspace{0.1cm}$							
	Close panel	<b>W</b> omen i	in Sport Aotearo	a Insight Hub	Ngā Wāhine	Hākinakina o	Aotearoa

#### Subscribe to our newsletter

Our weekly email delivering the latest insights as we publish them, tailored to your tastes.

First name:*		
Email:*		

#### **Preferences**

Select those that apply to you to help us customise your Insight Hub experience.

#### **Insight Themes**

• 🔽

All

- < Leadership
- Social Change
- **Active Lives**
- High Performance
- Visibility and Voice

#### **Insight Content Types**

- <a href="#">
  </a>
  All
- <

Research

- Case studies

News stories

- - Toolkits

Subscribe now >